

Lesson no. 3 – Display Advertising

DISPLAY ADVERTISING

The original form of online advertising, these are visual ads that appear on third party websites (usually ones that are related to your content or service in some way).

Display ads have evolved from the basic form of banner ads. Nowadays, display ads come as:

Static images - these are your basic banner or square ads that appear around the content.

Text - these are text ads that are created by algorithms to make text ads relevant to the surrounding content.

Floating banners - these move across the screen or float above the regular website's content.

Wallpaper - these appear and change the background of a website, filling the whole page.

Popup ads - these are new windows that appear in front of the website content; newly opened window displays the full ad so visitors can see.

Flash - these are moving ads that “flash” different content at the viewer.

Video - these are small video ads that autoplay or wait for the video to be played by the visitor.

Display ads are usually very affordable. If you contact the third-party site directly, their rates will vary from site to site. If you go through a marketing site, they will charge you a base rate.

Some third-party sites, like the Google Display Network, allow for demographic, geographic, contextual and/or behavioral targeting - all of which help you target the audience that would be most likely to be interested in your product or service.

BANNER ADS

A banner ad, or a web banner, is an advertisement displayed into a web page. The advertisement consists of an image (.jpg, .png, .gif) or of a multimedia object (usually created using Flash). Thus, banner ads can be static or animated, depending on the technology used to make them.

If you're looking for a definition that's a bit more formal, according to Wikipedia:

A web banner or banner ad is a form of advertising on the World Wide Web delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser. In many cases, banners are delivered by a central ad server.

And I'm going to share one more example:

Banner ads are image-based rather than text-based and are a popular form of website advertising. The purpose of banner advertising is to promote a brand and/or to get visitors from the host website to go to the advertiser's website.

But to sum it up and make this as simple as possible, all banner ads share the same basic function: you click on this image/multimedia object you see on a web page and your internet browser takes you to the advertiser's website/landing page. They are simple yet very important pieces of html and their presence on the web can make a big difference for internet-based companies and brands.

RICH MEDIA ADS

Rich media is a digital advertising term for an ad that includes advanced features like video, audio, or other elements that encourage viewers to interact and engage with the content.

While text ads sell with words, and display ads sell with pictures, rich media ads offer more ways to involve an audience with an ad. The ad can expand, float, etc. You can access aggregated metrics on your audience's behavior, including number of expansions, multiple exits, and video completions to get granular data on the success of your campaign.

Rich media lets agencies create complex ads that can elicit strong user response. Using HTML5 technology, the ads can include multiple levels of content in one placement: videos, games, tweets from an ad, etc. If you have a simple objective to generate clicks or a more ambitious goal to create brand awareness, rich media is the format to go with.

Features of rich media:

Highly interactive i.e., it exhibits dynamic motion

It includes audio and video

Higher quality content

It can also include flash games in the banner that can be played by the user

The size of the file is generally heavy; the size depends upon the creativity it holds

Technically advanced and innovative

Its capabilities make advertising even more useful, letting a viewer interact with an ad and learn about a brand without having to leave the page they're on.

POP UPS AND POP UNDER ADS



Both pop-up and pop-under ads can be classified as pop-ads. Functionally, they are both pretty similar: they both open a new browser window, usually via some sort of JavaScript. The difference between them is what happens with that new window once it's opened. A pop-up ad will launch a new browser window on top of the one currently being viewed. The main issue with this is that it can be seen as being quite intrusive.

This is where pop-under ads come in handy. Rather than being displayed in front, the new window opens behind the one that is currently being viewed. It does not interrupt the user experience. If a user has many windows open, when they're done with the page, they were viewing at first and close it, if they come across a pop-under and they are less likely to know where that page came from. This means they are also less likely to have a negative emotion about the page that loaded the pop-under.